



125 West 55th St
New York, NY 10019

Contract # 25248522	Changes as of: 7/18/2016 at 10:08 AM	Version: Current State Version 1
CPE: 15/15/55	Flight: 7/19/16 - 7/25/16	Station: KIMA
Agency: JAMESTOWN ASSOCIATES	Advertiser: NEWHOUSE, DAN	Market: Yakima
JAMESTOWN ASSOCIATES 5 MAPLETON AVE SUITE 300 PRINCETON NJ 08540	Product: Primary	Office: NEW YORK
		Total \$: \$5,445.00
		Total Spots: 53
		Total CPP: \$19.24
Agency Order #: 5217679	Primary Demo: Adults 50+	Total GRP: 283.0
Buyer: Horan, Holly	Con Type: POLITICAL/VOTE	
Salesperson: JONATHAN VITTI 212-373-8256	Assistant: DEANA PEREZ 212-373-8269	Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A50P Rating	Len	7/19 - 7/19		Total Spots	Total \$	CPP	GRP
							7/19					
1	Tu-F,M 6a-6:30a		KIMA+ Action News @ Sunrise	\$58.00	3.0	30	5		5	\$290.00	\$19.33	15.0
2	Tu-F,M 6:30a-7a		KIMA+ Action News @Sunrise	\$64.00	4.5	30	5		5	\$320.00	\$14.22	22.5
3	Tu-F,M 7a-8a		CBS This Morning	\$65.00	5.0	30	5		5	\$325.00	\$13.00	25.0
4	Tu-F,M 8a-9a		CBS This Morning	\$15.00	5.0	30	5		5	\$75.00	\$3.00	25.0
5	Tu-F,M 10a-11a		Price Is Right	\$65.00	4.0	30	5		5	\$325.00	\$16.25	20.0
6	Tu-F,M 5p-5:30p		KIMA+ Action News @ 5p	\$190.00	8.0	30	5		5	\$950.00	\$23.75	40.0
7	Tu-F,M 5:30p-6p		CBS Evening News	\$210.00	9.0	30	5		5	\$1,050.00	\$23.33	45.0
8	Tu-F,M 6p-6:30p		KIMA+ Action News @ 6p	\$200.00	8.0	30	5		5	\$1,000.00	\$25.00	40.0
9	Tu-F,M 11p-11:35p		KIMA+ Action News @ 11p	\$80.00	3.0	30	5		5	\$400.00	\$26.67	15.0
10	Sa 5a-7a		CBS This Morning	\$10.00	1.0	30	1		1	\$10.00	\$10.00	1.0
11	Sa 6p-6:30p		CBS Saturday news	\$145.00	6.0	30	1		1	\$145.00	\$24.17	6.0
12	Sa 6:30p-7p		KIMA+ Action News @ 630p	\$110.00	7.0	30	1		1	\$110.00	\$15.71	7.0
13	Sa 11p-11:30p		KIMA+ Action News @ 11p	\$60.00	4.0	30	1		1	\$60.00	\$15.00	4.0
14	Su 7a-8:30a		CBS Sunday Morning	\$45.00	3.0	30	1		1	\$45.00	\$15.00	3.0
15	Su 8:30a-9a		Face The Nation	\$50.00	2.5	30	1		1	\$50.00	\$20.00	2.5
16	Su 6p-6:30p		CBS Evening News	\$160.00	5.5	30	1		1	\$160.00	\$29.09	5.5
17	Su 6:30p-7p		EN	\$130.00	6.5	30	1		1	\$130.00	\$20.00	6.5
TOTALS:							53		53	\$5,445.00	\$19.24	283.0



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JAMESTOWN ASSOCIATES 5 MAPLETON AVE SUITE 300 PRINCETON NJ 08540	Product: Primary	Office: NEW YORK
Agency Order #: 5217679	Primary Demo: Adults 50+	Total \$: \$5,445.00
Buyer: Horan, Holly	Con Type: POLITICAL/VOTE	Total Spots: 53
Salesperson: JONATHAN VITTI 212-373-8256	Assistant: DEANA PEREZ 212-373-8269	Total CPP: \$19.24
		Total GRP: 283.0
		Separation:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
07/18/16 10:08 AM	JONATHAN VITTI	Separation: 30

Competitive Information	
Market Budget:	\$15,557
KIMA Share:	35%
Comment:	
KAPP:	12%
KCYU:	5%
KNDO:	48%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	53	\$5,445.00	\$19.24	283.0
Total	100%	53	\$5,445.00	\$19.24	283.0

Monthly Summary		
Month	Spots	Dollars
2016-Jul	53	\$5,445.00
Total	53	\$5,445.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	7/18/16 10:38 AM					\$0	\$0	
New	7/18/16 9:57 AM	JONATHAN VITTI	New	53		\$5,445.00	\$5,445.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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